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To innovationmetrics@doc.gov

cc

bcc

Subject Suggested Innovation Metrics

I trust I don't miss your deadline

These need pondering by your expert panel as Innovation Intensity requires the Organisational side to be reflected as well, not just the known factors of R&D, IP, Trademarks, New Products launched etc

This falls more into the Intellectual Capital camp but People make Innovation work and they need to be subjected to higher degrees of "intensity" so they can generate the outputs. Here is my thoughts for consideration

I have been working up Innovation Intensity in very different ways. Ways that would appeal and translate in growth terms and obviously consulting terms I believe This forms around a formula

* SCA = II + OC + EE + MLC + RNE*

Sustainable Competitive Advantage (SCA) coming from the intensity towards and within the following:

II Innovation Intensity- its degree of adoption and understanding

EE Entrepreneurial Energy that is promoted and generated

OC Organisational Capabilities -knowledge acquired, embedded, translated and explored and the Seven types of different learning

MLC Market Learning Competence for obtaining clear awareness and reaction time

RNE Relationship & the Networking Effects that this sort of support enhances innovation

I've worked from a number of academic papers on these different variables, added in the RNE factors from work from the States and turned this into a rich Innovation Framework I believe. It needs testing but should be against this ROI (nnovation)

ROI = _Investment x Activity x Change
(learning environment)_ Business Result
Impact

So much as I like IBM and the Melbourne Institutes attempted and sound definitions as an examplebut I think it misses some very vital innovation intensity activities. Can these be measured, of course through IC capturing concepts.

For your information,

Regards
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